
Ag Promotion Perspective



*A publication of the Nebraska Department of Agriculture's Ag Promotion and Development Division.
Spring/Summer 2005*

Interest in New Livestock Promotion Program Continues to Increase

The Livestock Friendly County program continues to draw attention in several Nebraska counties. One-third of the 93 counties in the state have expressed interest in learning about the program. Interested persons from a variety of organizations have contacted the Nebraska Department of Agriculture (NDA) seeking details about how their county can be designated a Livestock Friendly County (LFC).

The LFC program was authorized by Nebraska's Unicameral Legislature to promote and nurture the livestock industry in Nebraska. Livestock is Nebraska's largest agricultural industry, accounting for approximately 65% of the state's total agricultural receipts each year. Livestock is the largest single consumer of Nebraska feed grains consuming approximately one-third of the total crop grown annually.

Livestock production in Nebraska has declined over the past decade. Legislative concerns about why this is happening and about what could replace livestock in Nebraska's economy prompted the Legislature's action to authorize this program. The program is intended to promote livestock development and to educate Nebraskans about the importance of livestock to Nebraska's economy.

The LFC program is a voluntary program. Through the program, NDA will partner with counties to encourage economic growth in the county through development of the livestock industry.

Contact the AP&D Division of NDA to obtain information about this valuable program. Contact information is listed in this newsletter.

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New Promotional CD

The AP&D Division has created a new promotional CD. The mini CD is designed to auto-run in your computer and starts with a two-minute video showing scenery from the state featuring agriculture. The CD has material in English, Spanish, Portuguese, Traditional Chinese, Simplified Chinese, and Vietnamese. The promotional material covers beef cattle, dairy cattle, feedlots, swine, sheep, and horse industries. These files contain audio and text. Also included in the text are our ag rank, ag statistics, and general overview of each major commodity or livestock produced in the state. This encompasses a total of 45 different documents, includes over 800 photos of Nebraska livestock, and features over 1,200 producer listings with contact information and a brief description of their operation. These producers are also “hot linked” if they have an e-mail address or web site. There are 1,500 CDs which have been printed and are available for distribution. To request one, please contact Royce.

Federal State Marketing Improvement Program (FSMIP) Grant

AP&D was awarded \$36,860 through a USDA Federal-State Marketing Improvement Program grant that aided in the development of a model for Nebraska’s fruit and vegetable industry. This project sought new ways to educate consumers about the benefits and availability of fresh, locally grown fruits and vegetables in Nebraska and identified new avenues with which to assist in the marketing of these products and this industry. Model components were developed in an effort to strengthen Nebraska’s fresh produce industry. Components developed included a *Survey of Nebraska Households* study, *Produce Food*

Safety presentation, Situational Analysis, Marketing Plan, Producer’s Marketing Guide, Nebraska Fresh Produce Logo, and newspaper and magazine advertisements. Copies of this information are available to Nebraska produce growers free of charge. Please contact AP&D.

Funds Available for Foreign Promotion of Livestock

Funds are available to private breeders interested in promoting livestock, semen, or embryo sales in foreign markets. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the USDA. The U.S. Livestock Genetics Export (USLGE) sponsors and administers the branded program for the livestock industry. The program provides up to 50% reimbursement of approved activities such as international advertising, development, translation, distribution of promotional materials, and participation in foreign trade shows and exhibitions. Examples include promotion of “Profit Maker Bulls” or “Nebraska SPF Durocs.” Funds cannot be used for travel or personal reimbursement. For more information, contact out office.

Feedlot Promotion

Any Nebraska feedlot wishing to participate in NDA promotions is encouraged to contact our office. We are looking into increased promotions across the United States. We will focus our promotion in Idaho, Tennessee, Virginia, and Arkansas. For more information or to participate in the NDA’s booth, please contact Royce.

Non-Hormone Treated Cattle Program

Currently, a niche market exists to send non-hormone treated beef to the European Union (EU). AP&D staff has developed a PowerPoint presentation and informational program to teach Nebraska producers what it takes to meet the demands of the EU. AP&D staff would like to present this information to producer groups as soon as possible. Nebraska does have a big advantage to other states due to the fact that it is home of the only two beef packing facilities in the country approved to ship products to the EU. For more information, please contact Royce.

Senior Farmers' Market Nutrition Program (SFMNP)

On February 1st, the Nebraska Department of Agriculture was awarded \$225,461 to operate the Senior Farmers' Market Nutrition Program for the fifth year in a row. This program provides low-income senior citizens with coupons to purchase fresh, locally grown fruits, vegetables, and herbs. The funds were awarded through a USDA grant program. Fiscal year 2004 resulted in a redemption rate of over 91% for the second year in a row as \$228,954 of \$251,127 worth of coupons were redeemed for the year; we hope this year will be just as successful. NDA is currently in the process of registering vendors to accept coupons for this program. Previously registered vendors are automatically enrolled for the FY2005 program and do not need to re-register. Any and all Nebraska produce vendors can register with NDA to accept these coupons and the registration process is simple and free. Please contact AP&D, if you would like to be a registered vendor or have questions regarding this program.

Farmers' Market Presentations

As the 2005 growing season begins, NDA will be presenting information regarding the Senior Farmers' Market Nutrition Program and the model components developed through the Nebraska FSMIP program. If you have a local farmers' market in your area and would like to learn more about this program and/or the new model components, please contact AP&D.

Canada Trade Mission

A group of ten U.S. food suppliers will be traveling to Toronto, Canada, June 7-9, 2005, to participate in MIATCO's Canadian Trade Mission. Mission activities include one-on-one meetings that match suppliers with potential buyers, a market briefing of the Canadian market, and guided tours to local supermarkets and retail stores. Mission attendees will have a special opportunity to feature their products at a U.S. Culinary Fair, which will attract over 300 attendees including media, retailers, foodservice, distributors, and brokers. Companies will be allowed to set up a table-top display and place products on a New Products Table. Additionally, a chef from the local culinary school will use participating companies products in meal creations. Participating companies may be eligible for 50% cost reimbursement for certain travel expenses through the Branded Program! For more information regarding this event, please contact AP&D.

NDA to Host Educational Seminars

AP&D plans to host a number of educational seminars in Mexico and Vietnam for beef cattle and breeding swine genetics. The dates for these events have not yet been determined. The seminars are designed to educate and support the foreign buyers of Nebraska genetics. University specialists will be traveling along with AP&D staff to deliver the message. We encourage Nebraska breeders to attend the events in an effort to gain more sophisticated buyers.

Nebraska Guide to Fresh Produce

The 2005 edition of the *Your Guide to Nebraska Fresh Produce* will be available this spring. This brochure helps locate Nebraska's high-quality fresh produce at farmers' markets, roadside stands, and U-Pik operations throughout the state. Discover the variety and enjoy the freshness of Nebraska fresh produce. To receive a free copy of this brochure, please contact AP&D.

Nebraska Holiday Brochure

Holidays and special occasions are an important part of life, and finding the perfect gift for each celebration can be difficult. AP&D wrote a *Nebraska Holiday Brochure* that identifies Nebraska food and meat companies who package food products in a variety of different ways. Whether consumers are looking for gift baskets, gift boxes, gift crates, or other uniquely packaged assortments of food products, they will find several Nebraska companies who have these capabilities. What better way to celebrate the holidays and special occasions than giving a gift from Nebraska? Throughout the year, this brochure is a key connection to reliable suppliers of high-quality food and meat

products. If you would like to receive a free copy of this brochure, or to be included in the next edition, please contact AP&D.

Governor's Ag Conference

The 17th Annual Governor's Ag Conference was held at the Holiday Inn in Kearney, Nebraska, March 2-3, 2005. A group of nationally recognized speakers attended this Conference including U.S. Secretary of Agriculture Mike Johanns, WGN Radio Broadcaster Orion Samuelson, Farm Credit Administration Chairwoman and CEO Nancy Pellett, and McDonald's Senior Vice President for Worldwide Supply Chain Management Frank Muschetto. The Conference theme was "Leadership Today, Visions for Tomorrow." A "Celebrate Nebraska Reception" was held on the night of March 2nd, which featured a great mix of Nebraska food products and entertainment. Mitch Holthus, the "Voice of the Kansas City Chiefs," was the featured speaker for the evening.

Nebraska Agricultural Youth Institute

The Nebraska Agricultural Youth Institute (NAYI) is celebrating its 34th anniversary in 2005. This year, the theme is "Agriculture: The Directions are Endless," which reflects the wide array of opportunities in agriculture for these youth leaders. NAYI 2005 will be five days of educational exposure to the many aspects of agriculture. The institute will be held July 10-14, 2005, in Kauffman Hall at the University of Nebraska-Lincoln. High school juniors and seniors during the 2004-2005 school year are eligible for NAYI. Applications were to be postmarked by April 15, 2005. For more information, contact Annette Parde in AP&D.

Brochures and Directories Available from Ag Promotion & Development

AP&D has several publications available free of charge to the public to help support and promote the buying, selling, and development of Nebraska agricultural products:

- *Nebraska Cattle Producers*
- *Nebraska Cattle Feeders*
- *Sporting Nebraska*
- *Nebraska Christmas Tree Growers Directory*
- *Nebraska Diversified Livestock*
- *Nebraska Value-Added Directory*
- *Guide to Nebraska Fresh Produce*
- *Nebraska Holiday Brochure*
- *A Research Study Guide for Nebraska Value-Added Companies*
- *Guide to the Nebraska Wine Industry*
- *Nebraska Agriculture*
- *Nebraska Agriculture Fact Card*
- *Complete Herd Field Record Book*

Many of these brochures can be found on-line on the AP&D web page. These publications are available in other formats for persons with disabilities, upon request. Some brochures are available in other languages. Contact AP&D with questions regarding availability. The information listed in the directories is taken from “profile forms” submitted by organization managers who agree to be listed. If you would like a print copy of a brochure or would like to be included in a directory the next time it is printed, please contact AP&D.

National Organic Certification Cost-Share Program

The Nebraska Department of Agriculture (NDA) has been approved to participate in the United States Department of Agriculture’s (USDA) cost-share program for National Organic Program certification fees. NDA was awarded up to \$35,000 to assist Nebraska organic growers. Although the agreement was just approved by USDA, it is effective October 1, 2004.

In order to be eligible for cost-share assistance, an applicant must be in possession of proof of certification to the Organic Foods Production Act, and the implementing regulations of the National Organic Program. The applicant must further have an invoice or other documentation demonstrating costs have been incurred for certification. The location of the certified operation must be within the borders of the state of Nebraska.

Payments to eligible producers or handlers will be limited to 75 percent of an individual’s certification costs up to a maximum of \$500.

Contact AP&D Division for additional information on this program.

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This newsletter is available in other formats for persons with disabilities upon request. For an alternate format or for additional information on topics in this publication, please call the Nebraska Department of Agriculture at (402) 471-2341.

TDD users can contact the Department by first calling the Nebraska Relay System. Telephone (800) 833-7352 and asking the operator to call (402) 471-2341.

Calendar of Events

April 29 - May 3, 2005 Sonora State Fair
(Cattlemen's Meeting) -
Sonora Mexico
May 1-3, 2005 U.S. Food Export
Showcase and FMI's
Supermarket Industry
Exposition - Chicago, IL
May 21 - 24, 2005 American Food Fair and
NRA Show - Chicago, IL
May 26, 2005 Sandhills Cattle
Association Convention -
Valentine, NE
June 1 - 5, 2005 CNG Show - Mazatlan,
Mexico
June 7 - 9, 2005 Canada Trade Mission -
Toronto, Canada
July 8 - 17, 2005 Calgary Stampede -
Calgary, Canada
July 10-12, 2005 NASFT Fancy Food
Show - New York, NY
July 10-14, 2005 Nebraska Agricultural
Youth Institute

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